

# TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
KIK New Jersey, LLC		10/27/2008	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Sun Products Corporation		
<b>Street Address:</b>	15 West South Temple		
<b>Internal Address:</b>	Suite 1400		
<b>City:</b>	Salt Lake City		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84101-1535		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 16</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78831389	ROAR	
Registration Number:	2949989	BRIGHT WATER	
Registration Number:	3047324	SPRING AIRE	
Registration Number:	2473524	SPRING TIME	
Registration Number:	3010405	SOLO	
Registration Number:	2628873	SOLO	
Registration Number:	2421790	SPRING TIME	
Registration Number:	1336232	BRIGHT WATER	
Registration Number:	1336230	BRIGHT WATER	
Registration Number:	3015544	FAST-N EASY	
Registration Number:	2921340	OXY-COMPLEX	
Registration Number:	2919621	OXY-MATRIX	
Registration Number:	2519227	SPIN	

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**TRADEMARK**  
**REEL: 003882 FRAME: 0005**

Registration Number:	0773821	SEA MIST INSIDE 'N' OUTSIDE
Registration Number:	3303649	SUAVE Y TIerno
Registration Number:	0810717	SEA MIST

# **CORRESPONDENCE DATA**

Fax Number: (212)446-4900

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (212) 446-4800

Email: hsmith@kirkland.com

Correspondent Name: Hayley M. Smith, Sr. Legal Assistant

Address Line 1: Kirkland & Ellis LLP

Address Line 2: 153 East 53rd Street

Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	KIK-SUN (HS)
NAME OF SUBMITTER:	Hayley M. Smith
Signature:	//Hayley M. Smith//
Date:	11/03/2008

## **Total Attachments: 6**

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**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of October 27, 2008, by and between KIK New Jersey, LLC, a Delaware limited liability company ("Assignor"), and The Sun Products Corporation, a Delaware corporation (f/k/a Huish Detergents, Inc., a Utah corporation) ("Assignee").

WHEREAS, Assignor is the owner of the trademark registrations identified on Schedule A attached hereto and the application for trademark registration identified on Schedule B attached hereto, together with the goodwill associated therewith (collectively, the "Trademarks");

WHEREAS, Assignee is the successor to that portion of the business of the Assignor to which the Trademarks pertain;

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated July 28, 2008 (the "Purchase Agreement"), pursuant to which Assignor agreed to sell, and Assignee agreed to purchase, certain assets, including the Trademarks; and

WHEREAS, pursuant to the Purchase Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, all right, title and interest in and to the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt, adequacy and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, conveys, assigns and delivers to Assignee the entire right, title and interest in and to the Trademarks, together with the goodwill of the businesses associated therewith, including, but not limited to, any registrations and applications therefor, any renewals of the registrations, and all other corresponding rights that are or may be secured under the laws of any country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the closing date or thereafter, including, but not limited to, all claims for damages by reason of past, present or future infringement, unfair competition, dilution or other unauthorized use of the Trademarks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Trademarks.

Assignor shall, at Assignee's sole cost and expense, take such actions, and provide Assignee, its successors and assigns, or their legal representatives such information and documents, if and as Assignee may reasonably request (including, but not limited to, execution and delivery of affidavits, declarations, oaths or other documents as may reasonably be required): (1) in preparation of any application for registration or any application for extension of a registration of the Trademarks; (2) in the prosecution or defense of any infringement or other proceedings that may arise in connection with the Trademarks (including, but not limited to,

testifying to any facts relating to the Trademarks assigned herein and this Assignment); (3) in obtaining any additional protection for the Trademarks that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States and all non-U.S. countries; and (4) in the implementation of this Assignment.

This Assignment shall be governed by and construed in accordance with the laws of the State of Delaware, without regard to conflicts of laws principles.

This Assignment may be signed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

[END OF PAGE]

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed and executed by the undersigned duly authorized officer as of the date first set forth above.

ASSIGNOR:

KIK NEW JERSEY, LLC

By: KIK INTERNATIONAL LLC, its Sole Member

By: 

Name: Ben W. Kaak

Title: EVP Finance, CFO

TRADEMARK

REEL: 003882 FRAME: 0009

IN WITNESS WHEREOF, Assignee has caused this Assignment to be signed and executed by the undersigned duly authorized officer as of the date first set forth above.

ASSIGNEE:

THE SUN PRODUCTS CORPORATION  
(f/k/a HUIH DETERGENTS, INC.)

By: 

Name: David Lundstedt

Title: President

TRADEMARK

REEL: 003882 FRAME: 0010

**SCHEDULE A****TRADEMARK REGISTRATIONS**

<b>MARK</b>	<b>SERIAL NUMBER</b>	<b>REG. NUMBER</b>	<b>OWNER</b>
BRIGHT WATER	78239436	2949989	KIK New Jersey, LLC
SPRING AIRE	76488262	3047324	KIK New Jersey, LLC
SPRING TIME	76078943	2473524	KIK New Jersey, LLC
SOLO	76611323 75982333	3010405 2628873	KIK New Jersey, LLC
SPRING TIME	75481553	2421790	KIK New Jersey, LLC
BRIGHT WATER	73508390	1336232	KIK New Jersey, LLC
BRIGHT WATER	73508388	1336230	KIK New Jersey, LLC
FAST-N EASY	78487075	3015544	KIK New Jersey, LLC
OXY-COMPLEX	76532959	2921340	KIK New Jersey, LLC
OXY-MATRIX	76532953	2919621	KIK New Jersey, LLC
SPIN	75833415	2519227	KIK New Jersey, LLC
SEA MIST	72229892	0810717	KIK New Jersey, LLC
SEA MIST INSIDE 'N' OUTSIDE (Stylized)	72140778	0773821	KIK New Jersey, LLC
SUAVE Y TIERNO	78605761	3303649	KIK New Jersey, LLC

**SCHEDULE B**

**APPLICATION FOR TRADEMARK REGISTRATION**

<b>MARK</b>	<b>SERIAL NUMBER</b>	<b>REG. NUMBER</b>	<b>OWNER</b>
ROAR	78831389		KIK New Jersey, LLC